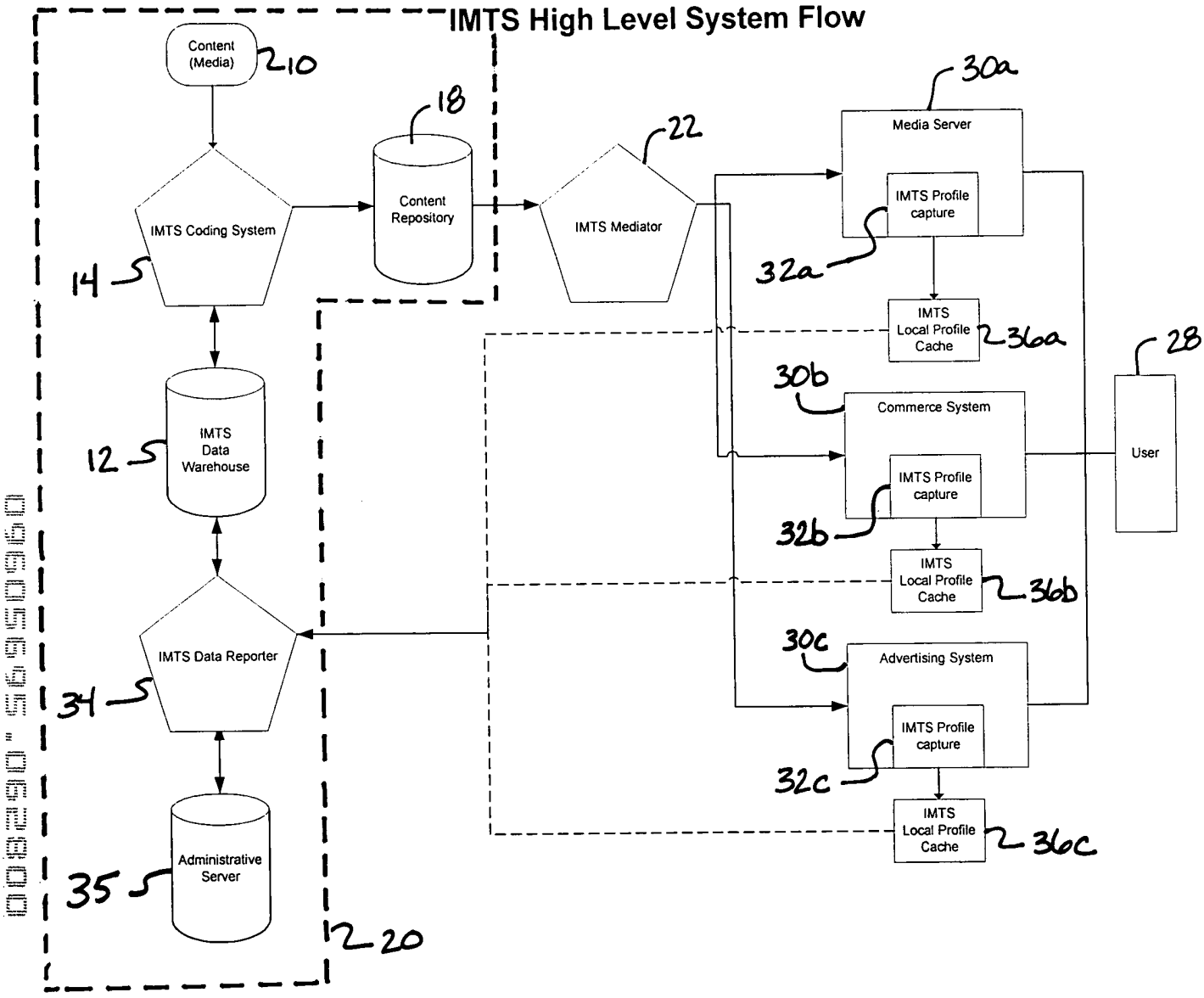
IMTS High Level System Flow
Content (Media)
210
18
22
30a
Media Server
IMTS Coding System
Content Repository
IMTS Mediator
IMTS Profile capture
32a
14
IMTS Local Profile Cache
36a
28
30b
Commerce System
IMTS Data Warehouse
12
IMTS Profile capture
User
32b
IMTS Local Profile Cache
36b
30c
Advertising System
IMTS Data Reporter
34
IMTS Profile capture
32c
IMTS Local Profile Cache
36c
Administrative Server
35
20

FIGURE 1

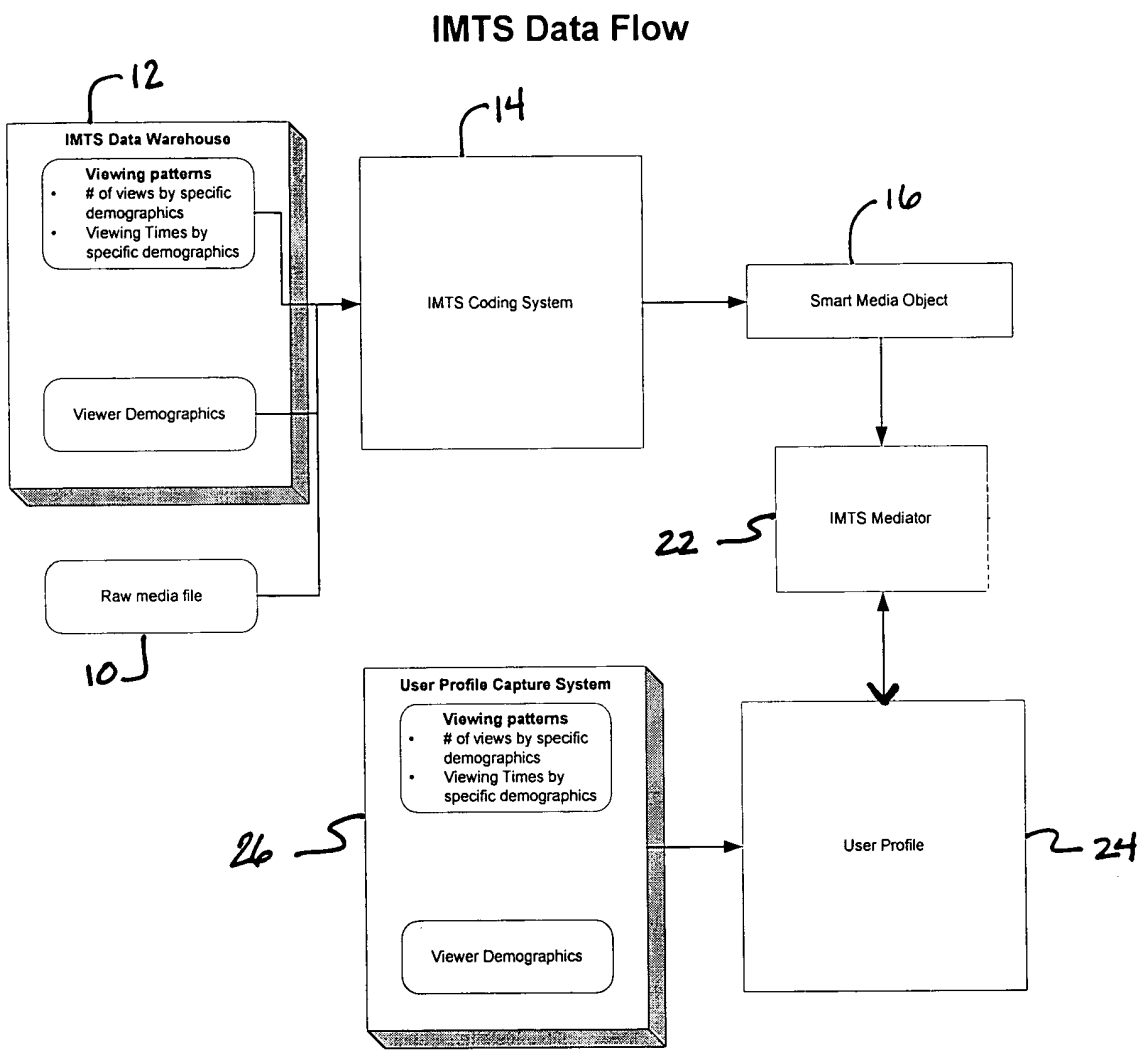
IMTS Data Flow
12
IMTS Data Warehouse
Viewing patterns
• # of views by specific demographics
• Viewing Times by specific demographics
Viewer Demographics
Raw media file
10
14
IMTS Coding System
16
Smart Media Object
IMTS Mediator
22
User Profile Capture System
Viewing patterns
• # of views by specific demographics
• Viewing Times by specific demographics
Viewer Demographics
26
User Profile
24

FIGURE 2

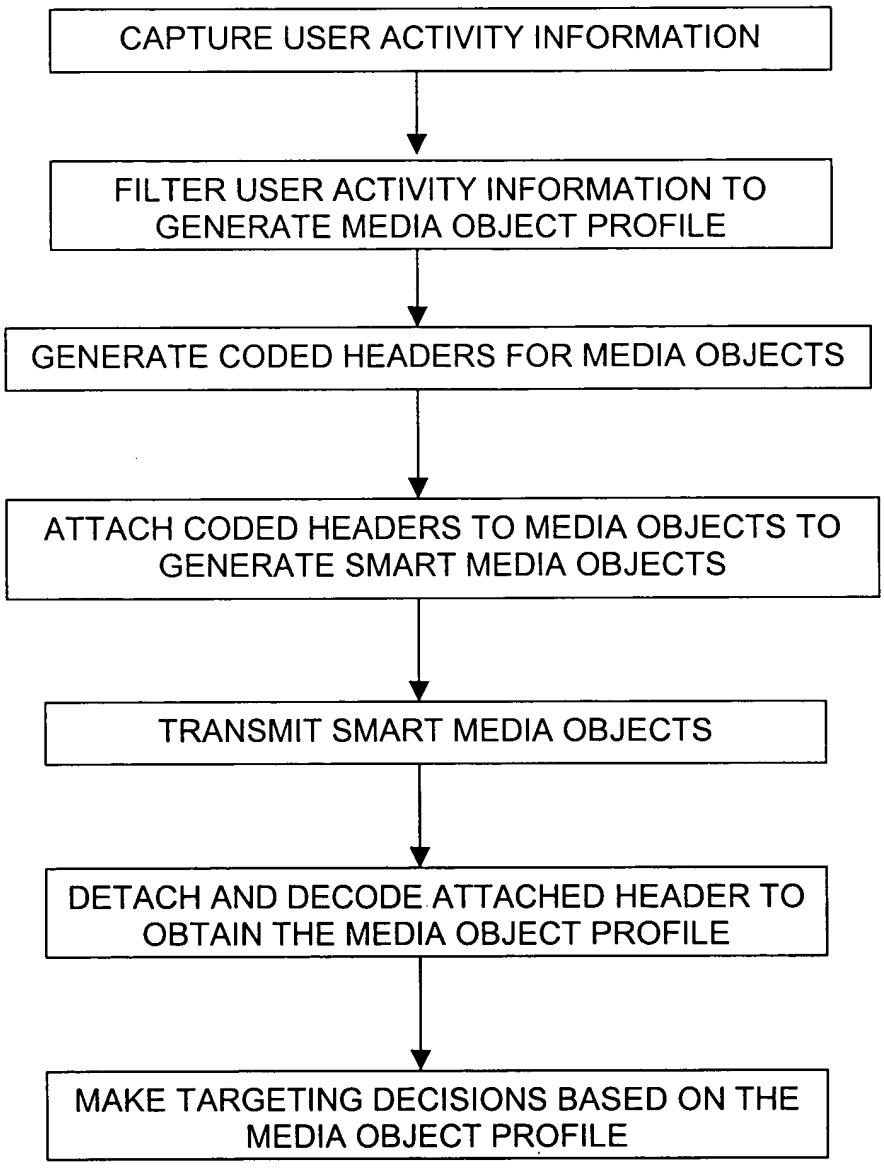
CAPTURE USER ACTIVITY INFORMATION
FILTER USER ACTIVITY INFORMATION TO GENERATE MEDIA OBJECT PROFILE
GENERATE CODED HEADERS FOR MEDIA OBJECTS
ATTACH CODED HEADERS TO MEDIA OBJECTS TO GENERATE SMART MEDIA OBJECTS
TRANSMIT SMART MEDIA OBJECTS
DETACH AND DECODE ATTACHED HEADER TO OBTAIN THE MEDIA OBJECT PROFILE
MAKE TARGETING DECISIONS BASED ON THE MEDIA OBJECT PROFILE

FIG. 3